

ORDER



Orders
Order / Rev: 706146
Alt Order #: 06275459
Product Desc: PRIORITIES USA ACTN
Estimate: 1559
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/10/12 | 30 | \$25,800.00 | \$21,930.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 30 | \$25,800.00 | \$21,930.00 | 0.00 |
| Totals | 30 | \$25,800.00 | \$21,930.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe | T-WAS | NAT | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--|-------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | WTSP | 09/07/12 | 09/07/12 | M-F 10-11a Dr. Phil M, Fri/Studio 10 Tu-Thu | CM | 10-11a | ----F-- | :30 | 1 | \$225.00 | P-3 | 0.00 | NM | 1 | \$225.00 |
| STUDIO 10 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | | 1 | \$225.00 | | 0.00 | | | |
| E 2 | WTSP | 09/07/12 | 09/07/12 | Letterman Late Night with David Letterman | CM | 1135p-1237a | ----F-- | :30 | 1 | \$1,050.00 | P-3 | 0.00 | NM | 1 | \$1,050.00 |
| DAVID LETTERMAN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | | 1 | \$1,050.00 | | 0.00 | | | |
| E 3 | WTSP | 09/07/12 | 09/07/12 | M-F 12-1230p 10 News @ Noon | CM | 12-1230p | ----F-- | :30 | 1 | \$1,350.00 | P-3 | 0.00 | NM | 1 | \$1,350.00 |
| 10 NEWS-12P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | | 1 | \$1,350.00 | | 0.00 | | | |
| E 4 | WTSP | 09/07/12 | 09/07/12 | M-F 5-530p 5-530p 10 News | CM | 5-530p | ----F-- | :30 | 1 | \$825.00 | P-3 | 0.00 | NM | 1 | \$825.00 |
| 10 NEWS-5PM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | | 1 | \$825.00 | | 0.00 | | | |
| E 5 | WTSP | 09/07/12 | 09/07/12 | CBS This Morning CBS This Morning | CM | 7-9a (7:00 AM-8:00 AM) | ----F-- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | | 1 | \$800.00 | | 0.00 | | | |

Order / Rev: 706146
 Alt Order #: 06275459
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTN
 Estimate: 1559
WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------|---------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 6 | WTSP | 09/07/12 | 09/07/12 | M-F 9-930a 10 News, 9a 10 News, 9am | CM | 9-9:30A ----F-- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| MILLIONAIRE R | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$300.00 | | 0.00 | | | |
| E 7 | WTSP | 09/10/12 | 09/10/12 | M-F 10-11a Studio 10 | CM | 10-11a M----- | :30 | 1 | \$225.00 | P-3 | 0.00 | NM | 1 | \$225.00 |
| STUDIO 10 | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$225.00 | | 0.00 | | | |
| E 8 | WTSP | 09/10/12 | 09/10/12 | Price Is Right Price Is Right | CM | 11a-12p M----- | :30 | 1 | \$1,350.00 | P-3 | 0.00 | NM | 1 | \$1,350.00 |
| PRICE IS RIGHT | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$1,350.00 | | 0.00 | | | |
| E 9 | WTSP | 09/10/12 | 09/10/12 | Y&R Young and the Restless | CM | 1230-130p M----- | :30 | 1 | \$1,650.00 | P-3 | 0.00 | NM | 1 | \$1,650.00 |
| YOUNG&RESTLESS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$1,650.00 | | 0.00 | | | |
| E 10 | WTSP | 09/10/12 | 09/10/12 | Late Late Show Late Late Show | CM | 1237-137a M----- | :30 | 1 | \$525.00 | P-3 | 0.00 | NM | 1 | \$525.00 |
| LATE LATE SHOW | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$525.00 | | 0.00 | | | |
| E 11 | WTSP | 09/10/12 | 09/10/12 | M-F 530-6p 10 News at 530p | CM | 530-6p M----- | :30 | 1 | \$825.00 | P-3 | 0.00 | NM | 1 | \$825.00 |
| 10 NEWS-5:30PM | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$825.00 | | 0.00 | | | |
| E 12 | WTSP | 09/10/12 | 09/10/12 | M-F 9-930a 10 News, 9a 10 News, 9am | CM | 9-9:30A M----- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | 1 | \$400.00 | | 0.00 | | | |
| E 13 | WTSP | 09/08/12 | 09/08/12 | Sat 6-630p Sat 6-630p 10 News | CM | Sat 6-630p -----S- | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | | | | 1 | \$600.00 | | 0.00 | | | |
| E 14 | WTSP | 09/08/12 | 09/08/12 | Sat 7-730p Inside Edition | CM | 7-730p -----S- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| WHEEL | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S- | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 15 | WTSP | 09/09/12 | 09/09/12 | Sun 630-7p Sun 630-7p 10 News | CM | Sun 630-7p -----S | :30 | 1 | \$1,050.00 | P-3 | 0.00 | NM | 1 | \$1,050.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | | | | 1 | \$1,050.00 | | 0.00 | | | |
| E 16 | WTSP | 09/09/12 | 09/09/12 | CBS Sunday Morning CBS Sunday Morning | CM | Sun 9-1030a -----S | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| SUNDAY MRN-CBS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 17 | WTSP | 09/06/12 | 09/06/12 | Price Is Right Price Is Right | CM | 11a-12p ---T--- | :30 | 1 | \$1,350.00 | P-3 | 0.00 | NM | 1 | \$1,350.00 |
| PRICE IS RIGHT | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | | | 1 | \$1,350.00 | | 0.00 | | | |
| E 18 | WTSP | 09/06/12 | 09/06/12 | | CM | 1237-137a ---T--- | :30 | 1 | \$525.00 | P-3 | 0.00 | NM | 1 | \$525.00 |

Order / Rev: 706146
 Alt Order #: 06275459
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTN
 Estimate: 1559
WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------------|-------|---------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| | | | | Late Late Show | | | | | | | | | | |
| | | | | Late Late Show | | | | | | | | | | |
| | | | | LATE LATE SHOW | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | 1 | | \$525.00 | | 0.00 | | | | |
| E 19 | WTSP | 09/06/12 | 09/06/12 | M-F 5-530p | CM | 5-530p ---T--- | :30 | 1 | \$825.00 | P-3 | 0.00 | NM | 1 | \$825.00 |
| | | | | 5-530p 10 News | | | | | | | | | | |
| | | | | 10 NEWS-5PM | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | 1 | | \$825.00 | | 0.00 | | | | |
| E 20 | WTSP | 09/06/12 | 09/06/12 | M-F 6-7a | CM | 6-7a ---T--- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | | | 6-7a 10 News | | | | | | | | | | |
| | | | | 10 NEWS-6:00A | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | 1 | | \$700.00 | | 0.00 | | | | |
| E 21 | WTSP | 09/06/12 | 09/06/12 | M-F 9-930a 10 News, 9a | CM | 9-9:30A ---T--- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| | | | | 10 News, 9am | | | | | | | | | | |
| | | | | MILLIONAIRE R | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---T--- | | 1 | | \$300.00 | | 0.00 | | | | |
| E 22 | WTSP | 09/04/12 | 09/04/12 | Letterman | CM | 1135p-1237a -T----- | :30 | 1 | \$1,050.00 | P-3 | 0.00 | NM | 1 | \$1,050.00 |
| | | | | Late Night with David Letterman | | | | | | | | | | |
| | | | | DAVID LETTERMAN | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | 1 | | \$1,050.00 | | 0.00 | | | | |
| E 23 | WTSP | 09/04/12 | 09/04/12 | Y&R | CM | 1230-130p -T----- | :30 | 1 | \$1,650.00 | P-3 | 0.00 | NM | 1 | \$1,650.00 |
| | | | | Young and the Restless | | | | | | | | | | |
| | | | | YOUNG&RESTLESS | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | 1 | | \$1,650.00 | | 0.00 | | | | |
| E 24 | WTSP | 09/04/12 | 09/04/12 | M-F 5-530p | CM | 5-530p -T----- | :30 | 1 | \$825.00 | P-3 | 0.00 | NM | 1 | \$825.00 |
| | | | | 5-530p 10 News | | | | | | | | | | |
| | | | | 10 NEWS-5PM | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | 1 | | \$825.00 | | 0.00 | | | | |
| E 25 | WTSP | 09/04/12 | 09/04/12 | M-F 6-7a | CM | 6-7a -T----- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | | | 6-7a 10 News | | | | | | | | | | |
| | | | | 10 NEWS-6:00A | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | 1 | | \$700.00 | | 0.00 | | | | |
| E 26 | WTSP | 09/04/12 | 09/04/12 | M-F 9-930a 10 News, 9a | CM | 9-9:30A -T----- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | | | 10 News, 9am | | | | | | | | | | |
| | | | | MILLIONAIRE R | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | -T----- | | 1 | | \$300.00 | | 0.00 | | | | |
| E 27 | WTSP | 09/05/12 | 09/05/12 | M-F 10-11a | CM | 10-11a --W---- | :30 | 1 | \$225.00 | P-3 | 0.00 | NM | 1 | \$225.00 |
| | | | | Dr. Phil M, Fri/Studio 10 Tu-Thu | | | | | | | | | | |
| | | | | STUDIO 10 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | 1 | | \$225.00 | | 0.00 | | | | |
| E 28 | WTSP | 09/05/12 | 09/05/12 | M-F 12-1230p | CM | 12-1230p --W---- | :30 | 1 | \$1,350.00 | P-3 | 0.00 | NM | 1 | \$1,350.00 |
| | | | | 10 News @ Noon | | | | | | | | | | |
| | | | | 10 NEWS-12P | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | 1 | | \$1,350.00 | | 0.00 | | | | |
| E 29 | WTSP | 09/05/12 | 09/05/12 | M-F 530-6p | CM | 530-6p --W---- | :30 | 1 | \$825.00 | P-3 | 0.00 | NM | 1 | \$825.00 |
| | | | | 10 News at 530p | | | | | | | | | | |
| | | | | 10 NEWS-5:30PM | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | --W---- | | 1 | | \$825.00 | | 0.00 | | | | |
| E 30 | WTSP | 09/05/12 | 09/05/12 | | CM | 7-9a --W---- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |

WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|----|----|-------------------|-----------------|------------------|-------|---------------------|-----|-------------|------|---------------|----------|--------|-------------|
| | | | | CBS This Morning | | | | | | | | | |
| | | | | CBS This Morning | | (7:00 AM-8:00 AM) | | | | | | | |
| | | | | NEWS | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | --W---- | | 1 | | \$800.00 | | 0.00 | | | |
| | | | | | | | | | | | | Totals | \$25,800.00 |